

KTTC-TV

Rochester, Minnesota

Local News

KTTC Television Inc. is making a tremendous investment in local news coverage. The station recently expanded the Monday-Friday morning newscast by ½ hour and added a Monday-Friday 5 p.m. daily newscast. KTTC is the news leader in the Rochester-Austin-Mason City market. Listed below are the newscasts produced by KTTC:

5:30am-7am KTTC NewsCenter Today
7:25am, 7:55am KTTC NewsCenter Today Cut-ins
8:25am, 8:55am KTTC NewsCenter Today Cut-ins
9:25am, 9:55am KTTC NewsCenter Today Cut-ins
12pm-12:30pm KTTC NewsCenter at Noon
5pm-5:30pm KTTC NewsCenter at Five
6pm-6:30pm KTTC NewsCenter at Six
10pm-10:35pm KTTC NewsCenter at Ten

In addition KTTC produces the FOX 47 News at nine aired on Rochester FOX affiliate, KXLT, through a shared services agreement.

9pm-9:35pm KXLT FOX 47 News at Nine

The above twelve newscasts add up to a total of four hours and forty minutes each weekday. That means 19% of our daily programming during the week is devoted to local news production and delivery.

KTTC also provides local news coverage on the weekends.

6pm-6:30pm Saturday KTTC NewsCenter at Six
10pm-10:30pm Saturday KTTC NewsCenter at Ten
10pm-10:35pm Sunday KTTC NewsCenter at Ten

KTTC is also connected. Our website was Rochester's first website established in 1995. Our monthly averages total close to 100,000 hits. Our small market website typically outranks the websites of much larger markets. We also provide KTTC viewer web polls on a routine basis as news coverage warrants.

The KTTC NewsCenter actively seeks viewer feedback. The NewsCenter frequently asks for feedback with its "tell us" e-mail address, and select comments and suggestions then played back on the news.

Local Public Affairs

KTTC produces a weekly program called "Around Town." This five minute cut-in on the weekends airs approximately seven times. The program features area non-profit groups and profiles events coming up within their organization. KTTC implemented this program in January of 2003.

KTTC regularly has community guests on set in our morning, noon, and 5 p.m. news programs. Segments are two to four minutes in length.

The KTTC NewsCenter at Noon allows KTTC an opportunity to bring community leaders for interviews. Superintendents from our two major school districts make bi-weekly appearances on the program talking about issues facing their respective districts.

KTTC cares about pets, too. Once a week, our "Paws and Claws" feature allows an area animal shelter the chance to find a home for an abandoned pet.

KTTC does not do editorials on a routine basis, but does provide them when major community issues warrant, for example, a recent major school bond referendum.

Creating or Selecting Programming

KTTC strives to find family friendly syndicated programming. Our viewers let us know what programs they want to see and the station responds to the best of our ability.

KTTC traditions are televising of the Rochesterfest Annual Parade, the annual KTTC Eagles Cancer Telethon, and our holiday high school choir program called Sounds of the Holidays.

Prep Preview: KTTC dominates in coverage of local sports. Prior to the start of the high school football season, the sports team previews area teams and outlines their plans for success as the season kicks off. This thirty minute program features approximately 25 area high school teams.

Sports Extra: Our high school sports highlights are showcased in a twenty minute weekly program called "Sports Extra." Our sports team anchors this special edition each night from a specially designed set and involves the crowd with our popular "Fan Cam." In addition, the team features a "Play of the week."

Year in Review: Each year the KTTC NewsCenter staff produces a 30-minute show looking at the top stories of the year. From advances in medicine to covering interesting people and places, The KTTC year in Review recaps all the highlights of the year's news coverage.

Emergency Programming

KTTC is the only local television station in the market that has its own live weather radar.

Heavy rains caused major flooding in the KTTC viewing area this summer after some areas received more than twelve inches of rain. KTTC's Chief Meteorologist broke into programming multiple times to warn of the rising flood waters and news provided extensive coverage of the event throughout the day with many follow-ups after

the event.

In April of 2004, KTTC implemented "Desktop Alert." To date close to 9,000 viewers have downloaded this feature which allows us to automatically alert people with breaking weather events and news right on their desktop. The system has been used to notify people of school closings and traffic alerts, as well.

KTTC provides on-air automated school closings as warranted by inclement weather. KTTC has purchased equipment that allows schools to automatically call in their announcements to ensure the closings or delays make it to air as soon as possible.

KTTC participates in EAS and Amber public alerts.

Through the years, KTTC has held several disaster relief drives for area communities.

Political Programming

KTTC took part in a major commitment to provide extensive political coverage under the corporate umbrella "Election Source 2004." "Election 2004" is designed to enhance public awareness of issues and candidate positions in the six weeks prior to Election Day, provide in-depth background information, and stimulate voter participation. This initiative is but a formalization of what the Quincy Newspapers, Inc. stations have always done to be proactive in providing our viewers with the best and most complete political news while encouraging them to participate in the electoral process. As part of this undertaking, KTTC guaranteed a minimum of thirty minutes of political coverage in each of the six weeks leading up to the election.

KTTC produced and aired a half-hour debate between First Congressional Candidates, Leigh Pomeroy and Incumbent Gil Gutknecht. This effort was with the cooperation of the Minnesota Broadcasters and two other Minnesota stations in our market.

KTTC offered three-minutes of free airtime to all of the Federal Congressional Candidates in the viewing area. Letters were sent to six candidates offering the free air-time. Three candidates participated following the guidelines set by the station. Each taping aired twice in two different newscasts totaling approximately 18 minutes of free airtime for the candidates.

KTTC included its Election Source 2004 on its website as well, providing valuable election links and political news stories. The site was continually updated as new information became available. In addition to information about the initiatives here at KTTC, visitors to the site found an extensive list of links to various election-related websites. KTTC also solicited comments and suggestions for the Election 2004 via email.

KTTC also produced a series of "Get out and Vote November 2nd"

promotions that featured news anchors encouraging viewers to take part in the election process.

Civic, Cultural and other Community-Responsive Programming

In conjunction with the local Rochester Eagle's organization, KTTC produces "The KTTC Eagle's Cancer Telethon." Now in its 51st year, the 20+ hour telethon features all local talent from the viewing area and is hosted by KTTC anchors and reporters. The talent for the telethon is 100% local! Last year the telethon raised more than \$683,000.00. The money stays in the area with portions donated to the Hormel Cancer Institute, The University of Minnesota and the Mayo Clinic.

When area service men and women headed overseas for the War in Iraq, KTTC proudly aired photos of the men and women from the viewing area serving our country.

In 1997 when hate crimes seemed to be increasing at an alarming rate, KTTC organized a project called "Safe City," which is a reward program for tips leading to the arrest and conviction of perpetrators of violent crimes. The "Safe City" tip line is routinely featured on many of our news programs and has been embraced by law enforcement and the media in southern Minnesota.

Each year KTTC works with the Volunteer Network to honor "10 Who Make a Difference". We solicit nominees over the air of special people who volunteer their time and talents to serve the community.

Station Participation in Community Activities

Each December KTTC holds a "Drive By Toy Drive" where we ask the public to drive by and drop off new toys for those in need. KTTC talent and employees greet the cars and collect the toys from the public. Each year we fill a truck with over 1,000 toys that are donated to the local Christmas Anonymous.

Rochester celebrated its 150th Birthday in 2004. KTTC was a major sponsor of our Sesquicentennial with news coverage, promotion, and involvement in the events.

Annually, KTTC promotes the annual MN Department of Transportation "B-Bop Day" asking people to carpool, walk, bike or ride the bus to work.

KTTC also promotes the "International Walk to School Day" that is set up locally by the Olmsted County Health Department.

Station executives have been on the United Way Board, United Way Chair and United Way Campaign Chair. We have employees chair and participate on the boards of the Rochester Chamber of Commerce, and NAMI (National Alliance of Mentally Ill). Many of our employees are on committees for United Way, Boy Scouts, Diversity Council, Interfaith Hospitality Network and others.

Our General Manager has received several community awards including Hometown Hero, Champion of Diversity, and Chamber Ambassador of the Year. He has also chaired the Minnesota Broadcasters Association twice.

KTTC provides a Community Calendar that airs at various times a day, 7 days a week. Non-profit and community events can provide information of upcoming meetings, blood drives, etc. We also have a Community Calendar listed on our website www.kttc.com.

www.kttc.com lists several non-profit agency links - those that KTTC has been a sponsor of their special fundraisers, and others. It also has the Community Calendar that list events for non-profits in the area. And for those non-profits that are looking for volunteers, etc.

In 2003 KTTC ran 4,798 public service announcements valued at \$241,564.50 for non-profit agencies and events. We helped to raise \$5,328,084.72 last year.

We promoted golf tournament fundraisers for:

Ability Building Center
Senior Citizens Center
Interfaith Hospitality Network

We promoted walk fundraisers for:

Alzheimer's Association
Juvenile Diabetes
Epilepsy Foundation
Interfaith Hospitality Network
Rochester AIDS Walk

We promoted the Tour de Cure for the American Diabetes Association

The Boys & Girls Club "Chair Affair"

The Boy Scout Food Drive

KTTC Drive By Toy Drive for Christmas Anonymous

KTTC/CommunityNet "10 Who Make A Difference" Awards Presentation

Eagles Cancer Telethon

Kiwanis Wells Fargo Hockey Festival

Lights of Bluff Valley

R.A.D.A.R. 9-Ball Wheelchair Classic

Rochester Civic Music

Rotary First Bank Holiday Classic Basketball Tournament

United Way Annual Drive

WinterFest that promotes several fundraising events for non-

profits that take place the first two weekends in February

Camp Jornada Annual Auction to raise money for kids with cancer to attend camp

Crisis Nursery "Souper Bowl" that is a soup lunch and silent auction fundraiser

Ironwood Springs Christian Ranch Wheelchair Race

Paws & Claws Pet Walk

Rochester Police Athletic League (PAL) basketball game against the Harlem Ambassadors - KTTC talent were on the Rochester All-Stars Team

Cruise for Kids Motorcycle Ride to benefit Ronald McDonald House
Salvation Army Kettle Drive

KTTC also airs numerous National Ad Council PSA's and the ongoing
NBC "The More You Know" campaign targeted at today's youth.